



ORDER

Flight Dates **10/23/12-10/29/12**

Contract / Revision **313947 /**

Original Date / Revision
10/04/12 10/04/12

Advertiser **Flake / Republican / US Sen:**

Agency **Smart Media Group**

Buying Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Product

Flake for Senate

Agency Com 15%

Billing Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:13:00

Estimate # **C23C29**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 15% Market Value 206666

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	18%	37200
KPNX	18%	37200
KPPX	%	0
KSAZ	25%	51666
KTVK	24%	49600
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	78	\$22,992.50	\$27,050.00	0.00
November 2012	16	\$3,357.50	\$3,950.00	0.00
Totals	94	\$26,350.00	\$31,000.00	0.00

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	78	\$22,992.50	\$27,050.00	0.00	10/01/12	10/28/12	78	\$22,992.50	\$27,050.00
November 2012	16	\$3,357.50	\$3,950.00	0.00	10/29/12	10/29/12	16	\$3,357.50	\$3,950.00

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KNXV	10/23/12	10/26/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	- TWTF - -	:30	4	\$225.00	P-6	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- TWTF - -	4		\$225.00		0.00						
2	KNXV	10/29/12	10/29/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	M- - - - -	:30	1	\$225.00	P-6	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M- - - - -	1		\$225.00		0.00						



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Contract / Revision **313947** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/04/12/ 10/04/12

Order Sep 00:13:00

Advertiser **Flake / Republican / US Ser** Product **Flake for Senate**

Estimate # **C23C29**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
3	KNXV	10/28/12	10/28/12	SU 4pm-430pm SU 4pm-430pm	CM	4pm-430pm	-----S	:30	1	\$150.00	P-6	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$150.00		0.00			
4	KNXV	10/28/12	10/28/12	SU 430pm-5pm SU 430pm-5pm	CM	430pm-5pm	-----S	:30	1	\$100.00	P-6	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$100.00		0.00			
5	KNXV	10/23/12	10/26/12	M-F 5-6am M-F 5-6am	CM	5am-6am	-TWTF--	:30	4	\$75.00	P-6	0.00	NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--					4	\$75.00		0.00			
6	KNXV	10/29/12	10/29/12	M-F 5-6am M-F 5-6am	CM	5am-6am	M-----	:30	1	\$75.00	P-6	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$75.00		0.00			
7	KNXV	10/23/12	10/26/12	M-F 6-7am M-F 6-7am	CM	6am-7am	-TWTF--	:30	4	\$150.00	P-6	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--					4	\$150.00		0.00			
8	KNXV	10/29/12	10/29/12	M-F 6-7am M-F 6-7am	CM	6am-7am	M-----	:30	1	\$150.00	P-6	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$150.00		0.00			
9	KNXV	10/23/12	10/26/12	M-F 7-9am M-F 7-9am	CM	7am-9am	-TWTF--	:30	8	\$150.00	P-6	0.00	NM	8	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--					8	\$150.00		0.00			
10	KNXV	10/29/12	10/29/12	M-F 7-9am M-F 7-9am	CM	7am-9am	M-----	:30	2	\$150.00	P-6	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					2	\$150.00		0.00			
11	KNXV	10/27/12	10/27/12	Sa 6-7am GMA Sa 6-7am Good Morning ,	CM	6am-7am	-----S-	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					2	\$100.00		0.00			
12	KNXV	10/28/12	10/28/12	Su 6-7am GMA Su 6-7am Good Morning ,	CM	6am-7am	-----S	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					2	\$100.00		0.00			
13	KNXV	10/28/12	10/28/12	Su 8-9am ABC This Week	CM	8-9am	-----S	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$350.00		0.00			
14	KNXV	10/23/12	10/26/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	-TWTF--	:30	4	\$300.00	P-6	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--					4	\$300.00		0.00			
15	KNXV	10/29/12	10/29/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	M-----	:30	1	\$300.00	P-6	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Order Sep 00:13:00

Advertiser **Flake / Republican / US Ser** Product **Flake for Senate**

Estimate # **C23C29**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
15	KNXV	10/29/12	10/29/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	M-----	:30	1	\$300.00	P-6	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$300.00		0.00			
16	KNXV	10/23/12	10/26/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	-TWTF--	:30	4	\$550.00	P-3	0.00	NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--					4	\$550.00		0.00			
17	KNXV	10/29/12	10/29/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	M-----	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$550.00		0.00			
18	KNXV	10/23/12	10/26/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	-TWTF--	:30	4	\$550.00	P-3	0.00	NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--					4	\$550.00		0.00			
19	KNXV	10/29/12	10/29/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	M-----	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$550.00		0.00			
20	KNXV	10/27/12	10/27/12	Sa 4pm/5pm News Sa 4pm/5pm News	CM	4-430p/5-530p	-----S-	:30	1	\$200.00	P-6	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$200.00		0.00			
21	KNXV	10/28/12	10/28/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:30	1	\$200.00	P-6	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$200.00		0.00			
22	KNXV	10/23/12	10/26/12	Jimmy Kimmel Live Jimmy Kimmel	CM	1102p-1206a / 103-	TWTF--	:30	8	\$100.00	P-6	0.00	NM	8	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--					8	\$100.00		0.00			
23	KNXV	10/29/12	10/29/12	Jimmy Kimmel Live Jimmy Kimmel	CM	1102p-1206a / 103M-	-----	:30	2	\$100.00	P-6	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					2	\$100.00		0.00			
25	KNXV	10/23/12	10/26/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	-TWTF--	:30	4	\$600.00	P-6	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--					4	\$600.00		0.00			
26	KNXV	10/27/12	10/27/12	SA 10-1035pm 10pm News	CM	10pm-1035pm	-----S-	:30	1	\$250.00	P-6	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$250.00		0.00			
27	KNXV	10/23/12	10/26/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	-TWTF--	:30	4	\$500.00	P-6	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--					4	\$500.00		0.00			
28	KNXV	10/29/12	10/29/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	M-----	:30	1	\$500.00	P-6	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$500.00		0.00			



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Order Sep 00:13:00

Advertiser **Flake / Republican / US Ser** Product **Flake for Senate**

Estimate # **C23C29**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
28	KNXV	10/29/12	10/29/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	M-----	:30	1	\$500.00	P-6	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$500.00		0.00			
29	KNXV	10/26/12	10/26/12	Friday Prime A Friday Prime A	CM	7pm-8pm	----F--	:30	1	\$1,000.00	P-6	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$1,000.00		0.00			
30	KNXV	10/23/12	10/26/12	M-F 11am-12pm ABC15 News at 11AM	CM	11am-12pm	-TWTF--	:30	8	\$100.00	P-6	0.00	NM	8	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--					8	\$100.00		0.00			
31	KNXV	10/29/12	10/29/12	M-F 11am-12pm ABC15 News at 11AM	CM	11am-12pm	M-----	:30	2	\$100.00	P-6	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					2	\$100.00		0.00			
32	KNXV	10/23/12	10/26/12	M-F 12pm-1pm The Chew	CM	12pm-1pm	-TWTF--	:30	8	\$150.00	P-6	0.00	NM	8	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--					8	\$150.00		0.00			
33	KNXV	10/29/12	10/29/12	M-F 12pm-1pm The Chew	CM	12pm-1pm	M-----	:30	2	\$150.00	P-6	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					2	\$150.00		0.00			
34	KNXV	10/29/12	10/29/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	M-----	:30	1	\$600.00	P-6	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$600.00		0.00			
35	KNXV	10/28/12	10/28/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$600.00	P-6	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$600.00		0.00			
36	KNXV	10/23/12	10/23/12	Tuesday Prime C Tuesday Prime C	CM	9pm-10pm	-T-----	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$3,000.00		0.00			
37	KNXV	10/25/12	10/25/12	Thursday Prime B Thursday Prime B	CM	8pm-9pm	---T---	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$5,000.00		0.00			

*Tax 1 Note: Tax 0.5%.

Totals 94 \$31,000.00